

# **Blogging for Change: Connecting through Conversation**

**Nedra Kline Weinreich**





From *Mother Goose & Grimm* by Mike Peters

# **The People Formerly Known as the Audience**



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# People Read Blogs

- 39% of adult internet users read blogs -- 57 million Americans
- 79% of internet users look for health/medical information online



Pew Internet Project Surveys

Photo:WujekDobraRada

<http://www.flickr.com/photos/wujek-dobra-rada/414458218/>

# Spare Change

my two cents on making a difference with social marketing  
postings from Nedra Kline Weinreich

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Is Fear the Solution or the Problem?



Recently a [study](#) reported that half of young children in the UK are anxious about the effects of global warming, and often lose sleep because of their concern, according to a survey of 1,150 children between the ages of seven and eleven. The consequences they were most afraid of were poor health, the possible submergence of entire countries and

the welfare of animals.

The spokesman for Somerfield, the supermarket that sponsored the survey, spun it this way:

*"While many adults may look the other way, this study should show that global warming is not only hurting the children of the future, it's affecting the welfare of kids now."*

*"By raising awareness amongst today's young, hopefully we are improving our chances of reaching a solution."*

I'm afraid that I reach an opposite conclusion. By freaking out today's young about the global cataclysm that may or may not occur, we are making it less, rather than



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**ABOUT ME**

**Nedra Weinreich**

March 01, 2007

## Inc(RED)u(LESS) About Project (RED)

An interesting response to the ubiquitous (RED) campaign kicked off yesterday in San Francisco. The BUY (LESS) campaign—with its tagline “**Shopping Is Not a Solution**” and the pointed domain name of [BuyLessCrap](#)—is spearheaded by [words pictures ideas](#) (WPI) and [Romantic Static](#) as a direct dis of corporate cause marketing efforts, but particularly [Project \(RED\)](#).

[Continue reading “Inc\(RED\)u\(LESS\) About Project \(RED\)” »](#)

Posted at 07:19 AM | [Permalink](#) | [Comments \(56\)](#) | [TrackBacks \(0\)](#)

### Comments

Very interesting post and ad campaign (they sure did use a pretty model, eh?). I see where Davis is going. And he's right that a \$100 buy means far less to charity. I also agree that both campaigns have their place, as you say.

What I like about the (Red) campaign--from a marketing standpoint--is that we're not asking people to change their behavior (which is THE toughest challenge in marketing). They're already buying a phone or a t-shirt; we're asking them to buy (Red) products instead. That purchase is already going to transpire...sans a % going to charity. Sure, the (Red) t-shirts have become quite trendy and all the better as all the more \$\$ to the campaign. What Davis is asking is instead of that money going to a product purchase, have it go directly to a cause. A banner idea, but a more challenging one--which is why so many charities have to get so creative with their fundraising efforts (e.g. PBS giving away DVD box-sets away with donor contributions). Plus, tying in a product purchase extends both awareness of the issue and advertising thereof.

Posted by: [CK](#) | [03.01.07](#)

Its true for Motorola and other companies coming forward for the cause,this campaign [RED] is creating awareness among the people around with benefits to both the customer and the companies themselves and the cause.

So I think this is a very good campaign from the marketing point of view.

Posted by: [akshat agrawal](#) | [03.01.07](#)

Having worked for nonprofits, here are some things you should know: 1) some percentage of your gift, and it can be a substantial amount, pays operating expenses, and 2) most donations go into a general operating fund, so often we do not know where our gifts are going.

Businesses are damned if they do and damned if they don't. Nonprofits criticize businesses for not giving more, and then when businesses find creative ways to help, they again are criticized.

My message: Project(RED)is a great idea. If you want to give to help others and can do so by purchasing a product, good for you.

Posted by: [Lewis Green](#) | [03.01.07](#)



# Tell Your Story



Photo: Gunnlaugur P. Briem

<http://www.flickr.com/photos/gthb/827225226/>



# How can blogs lead to change?

- **Building awareness, spreading the word**
- **Providing social support and motivation**
- **Bringing together multiple media**
- **Involving those affected by the problem in creating the solution**
- **Helping people take action**
- **Answering questions and concerns**
- **Humanizing the issue**



# Pandemic Flu Leadership Blog

May 22 - June 27



Posted by  
**Michael O. Leavitt**  
Secretary, The U.S.  
Department of Health and  
Human Services

[Posts \(5\)](#)  
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## Message From The Secretary

In the fall of 2005, the President mobilized the Nation to prep for a pandemic. In response, I traveled to almost every state territory to hold planning summits. At every level of government plans were developed and resources were allocated. Today, we are better prepared, but there is still much to do.

There is the danger that as avian flu slips from the headlines people will believe the threat is no longer real. While the media buzz may have died down, the H5N1 virus has not. The disease is highly pathogenic, and it continues to spread. While we cannot be certain H5N1 will spark a pandemic, we can be sure that pandemics will happen. They have happened in the past and they will happen in the future.

Preparedness is a shared responsibility and must involve every level of government, every business, every church, every civil organization, every family and every individual. And leaders from every sector have a role to play in communicating the critical

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Why is it critical for each of us to prepare for the threat of pandemic influenza?

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What are my constituents' concerns? How can I play an important role in communicating the need to prepare?



## About

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sitemeter  
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# Flu Wiki Forum

Welcome to the conversation Forum of *Flu Wiki*

This is an international website intended to remain accessible to as many people as possible. The opinions expressed here are those of the individual posters who remain solely responsible for the content of their messages.  
The use of good judgement during the discussion of controversial issues would be greatly appreciated.

## Pandemic Flu Leadership Blog Mirror Thread

by: [SusanC](#)

Thu Jun 07, 2007 at 14:50:30 PM EDT

[SusanC :: Pandemic Flu Leadership Blog Mirror Thread](#)

This diary is created for the use of those who have comments they want to make in relation to the [HHS blog](#), but either prefer not to post there or want an additional venue for posting.

All are welcome!

Tags: [HHS](#), [Blog](#), ([All Tags](#))

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[Pandemic Flu Leadership Blog Mirror Thread](#) | **126** comments

**my query to Adm Agwunobi**

which, of course, remains to be answered.

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Admiral Agwunobi,

Thank you for your input into this debate. I am a little unclear on a technical matter.

Quoting from your post:

What are the Government's recommendations for personal and family

## Menu

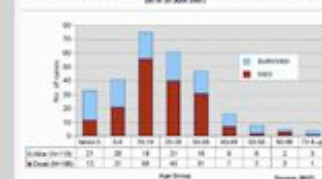
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Human Asian Influenza A (H5N1) Cases by Age Group and Outcome  
(as of 20 June 2007)



## Contact

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## PANDEMIC FLU INFORMATION FORUM

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### HHS Wants To Hear From You On The Topic Of Panflu Prep

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Author	Message
<b>Monotreme</b> Site Admin  Joined: 30 Nov 2006 Posts: 3052 Location: USA	<p>Posted: Fri Jun 29, 2007 8:45 pm Post subject:</p> <p>What every human being needs and deserves is the truth, the whole truth and nothing but the truth.</p> <p>The reason people are suspicious of the government, and I mean <i>all</i> people, is because the government has a problem with my first sentence.</p> <p>If our questions from the HHS blog are answered in a forthright way, a lot of our suspicions will go away. If they are not answered, the only logical conclusion is that our suspicions are correct and that HHS does not want to admit this.</p> <p>I will wait one more day before starting my post HHS blog analysis - which, along with my previous blogs about the HHS experiment, will be crossposted on the forum.</p> <p>Personal Responsibility. Community Spirit. Effective Government.</p> <p><a href="#">profile</a> <a href="#">pm</a> <a href="#">email</a> <a href="#">www</a></p>
<a href="#">Back to top</a>	

# **What the HHS Blog Did Right**

- Tried to bring in different constituencies**
- Did not dictate what guest bloggers could or could not say**
- Allowed comments**
- Included HHS “big guns” in blogger roster**
- Tried something new and risky to engage the public**

# **What the HHS Blog Could Have Done Better**

- ❑ Did not respond adequately to comments/questions in comments section or posts - seemed unresponsive**
- ❑ Comment moderation increased cynicism**
- ❑ Many guest bloggers never posted**
- ❑ Not enough effort to engage other bloggers in promoting the blog**
- ❑ Not enough outreach to key flubie constituency**

## Secretary Mike Leavitt's Blog

August 24, 2007

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(Written Wednesday, August 22, 2007)

### Mozambique

I walked down a dirt pathway dividing crude houses made of sticks and mud bricks in Quilemane, Mozambique this afternoon. I had just looked at the site of a prospective Millennium Challenge Corporation funded water project that will eliminate standing water and the malaria carrying mosquitoes that come with it. We were 30 minutes ahead of schedule so I decided to take an unplanned walk through the middle of an African hamlet.

My attention was drawn to a vacant chair sitting among a group of woman in front of a small closet-like store. I asked if I could sit down; they signaled their approval. Before I could speak, one of the women said through my interpreter, "We're mourning the loss of my daughter — she died on Saturday." Our conversation revealed she had died in child birth. I provided what comfort I could and moved deeper into the neighborhood.



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(Written Wednesday, August 22, 2007)